

**Subject:** Fwd: IDEA Connection Open Forum Digest for Thursday July 6, 2017  
**From:** "Miranda Paster" <miranda.paster@lacity.org>  
**Date:** 7/7/17, 9:17 AM  
**To:** lessisters@lycos.com; Russell, Mike; wilmingtonchamber; Joanne Kumamoto; Ellen Endo; s ch

fy

----- Forwarded message -----

From: **International Downtown Association** <[DoNotReply@connectedcommunity.org](mailto:DoNotReply@connectedcommunity.org)>  
Date: Thu, Jul 6, 2017 at 9:20 PM  
Subject: IDEA Connection Open Forum Digest for Thursday July 6, 2017  
To: [miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)

The IDA Community for Sharing Great Thinking



## [IDEA Connection Open Forum](#)

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Jul 6, 2017

started 14 days ago, [Allison Shashok](#) (5 replies)

### [Elevating Small Businesses](#)

1. [Hi Allison, With small and locally owned...](#) Kelly Allen

#### 1. [Re: Elevating Small Businesses](#)

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Jul 6, 2017 1:28 AM

[Kelly Allen](#)

Hi Allison,

With small and locally owned businesses making up the backbone of our economy, Small Business Saturday is a well-recognized day in the City of Orlando. Each Main Street Executive Director applies to receive enough Small Business Saturday marketing materials to provide for each of the businesses in their district. Shoppers are encouraged to participate through a number of avenues, including special promotions and giveaways, raffle drawings for a prize basket filled with products and service certificates from each business in the district and are encouraged by Mayor Dyer, City Commissioners, and the City of Orlando to patronize these thriving small business communities. The City of Orlando and each Main Street district use their social media platforms to promote the occasion of behalf of each of the small businesses. Both also utilize newsletters, e-mail blasts and press releases to promote shopping on Small Business Saturday.

A couple years ago we did "Favorite Things" from the Mayor. You can reach the blog post [here](#).

Kelly

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Kelly Allen  
Marketing & Communications Coordinator  
Orlando Downtown Development Board  
Orlando, FL  
[407.246.2036](tel:407.246.2036)  
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Original Message:

Sent: 06-22-2017 15:20  
From: Allison Shashok  
Subject: Elevating Small Businesses

Small Business Saturday takes place on November 25<sup>th</sup>, 2017. This is a great way for downtowns to encourage support of local stores and restaurants that make up the fabric of your district. IDA is interested in hearing about how your organizations implement creative activations for SBS. **How do you incentivize stakeholders to participate and promote Small Business Saturday in the community?** Please let us know if you have a successful program that helped to elevate the shop small movement.

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Allison Shashok  
Marketing and Communications Manager  
International Downtown Association  
Washington DC  
[\(202\) 393-6801](tel:(202)393-6801)  
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Counting my blessings - Sing and be Happy Today!

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